Distribution Terms

~ What is a Kit?
~ What is a "Smart" Kit?
~ What is a "Van" Kit?
~ What is Allocated vs. Freeflow?
~ What is Forced Out vs. SFA Ordered?
~ What is Utilization?

Shipping Utilization

AVERAGE
8-95

Incentive Promotions
~ 88% of Kits to Retail
~ 6% of Kits to Distributors
~ 2% of Kits to Homes
~ 4% of Kits to Depots

Product Promotions
~ 79% of Kits to Retail
~ 17% of Kits to Distributors
~ 1% of Kits to Homes
~ 3% of Kits to Depots

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Source: https://www.industrydocuments.ucsf.edu/docs/fxdm0004